DIGITAL MARKETING AGENCY | HYDERABAD

LinkedIn Ads Mastery 2026

Complete Strategy Guide for Brand Awareness, Lead Generation & AI-Driven Performance

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Why LinkedIn Ads in 2026?

1 Billion+
LinkedIn Members Worldwide

4x
Higher Lead Quality vs Other Platforms

190M+
Target Audience Size Available

3x
Better B2B Conversion Rate

- LinkedIn is the #1 platform for B2B decision makers — CFOs, CEOs, and IT heads in India actively use it daily.
- In 2026, LinkedIn's AI-powered Campaign Manager allows hyper-precise targeting by job title, seniority, company size, and industry.
- Hyderabad's IT and pharma corridor makes LinkedIn essential for agencies targeting enterprise and mid-market clients.
- LinkedIn Ads generate 2x the purchase intent compared to Facebook for professional services and SaaS products.
- With Brand Awareness objectives, you can reach 900,000–3,600,000 professionals over 30 days at ₹3.35–₹3.93 CPM.

LinkedIn Campaign Objectives 2026

Choose the right objective to align your ad spend with business outcomes

Brand Awareness

Maximise reach to professionals. Best for new market entry in Hyderabad.

Website Visits

Drive quality traffic to your landing pages with CPC bidding.

Lead Generation

Collect leads via LinkedIn's native form — no website needed.

Engagement

Boost likes, shares, follows. Grow your company page authority.

Video Views

Share brand story, testimonials, and service demos at scale.

Website Conversions

Drive purchases, sign-ups, and form fills with Insight Tag tracking.

Setting Up Your Brand Awareness Campaign

01

Campaign Group

Create a campaign group named 'Ananya Hi Solutions — Brand 2026'. Set a monthly budget cap of ₹50,000–₹2,00,000 depending on reach goals.

02

Objective Selection

Choose 'Brand Awareness' → LinkedIn optimises for Reach CPM. Forecasted 30-day reach: 900K–3.6M members at ₹3.35–₹3.93 CPM.

03

Ad Format Selection

Single Image Ads are the top performer for awareness. Carousel Image works for service showcases. Video Ads deliver 3x recall lift.

04

Audience Build

Target: Location = India / Hyderabad. Job Seniority: Manager, Director, VP, CXO. Industries: IT, Real Estate, Healthcare, Finance, Education.

05

Budget & Schedule

Daily budget: ₹1,400/day minimum. Weekly spend cap: ₹9,800. Start date: Today. Bidding: Maximum Delivery for reach optimisation.

LinkedIn Ad Formats — What to Use & When

Single Image

USE: Brand Awareness, Reach

TIP: 1200×627px, bold headline under 70 chars

Carousel Image

USE: Service Showcases, Features

TIP: 2–10 cards, 1080×1080px each

Video Ad

USE: Brand Story, Demos, Testimonials

TIP: 15–30 sec for best completion rates

Text Ad

USE: Low Budget, High Frequency

TIP: Desktop sidebar — 25-char headline, 75-char body

Spotlight Ad

USE: Personalised CTA per viewer

TIP: Dynamic name/photo insertion boosts CTR 2x

Document Ad

USE: Lead Nurturing, Whitepapers

TIP: Gated PDF to LinkedIn Lead Gen Form

Conversation Ad

USE: 1:1 InMail Style Outreach

TIP: Multi-choice CTAs, high intent B2B leads

Event Ad

USE: Webinar, Product Launch Promo

TIP: Linked to LinkedIn Events page directly

Audience Targeting for Hyderabad & Beyond

Location

- ✓ Hyderabad, Telangana
- ✓ Secunderabad, Gachibowli
- ✓ HITEC City, Kondapur
- ✓ Pan-India targeting

Job Function

- ✓ Marketing & Sales
- ✓ IT & Engineering
- ✓ Business Development
- ✓ C-Suite & Founders

Company Size

- ✓ 1–10 (Startups)
- ✓ 11–200 (SMEs)
- ✓ 201–1000 (Mid-Market)
- ✓ 1001+ (Enterprise)

Seniority

- ✓ Manager
- ✓ Director
- ✓ VP / AVP
- ✓ C-Level / Owner

Industry

- ✓ IT Services
- ✓ Real Estate
- ✓ Healthcare
- ✓ Education & EdTech

Interests

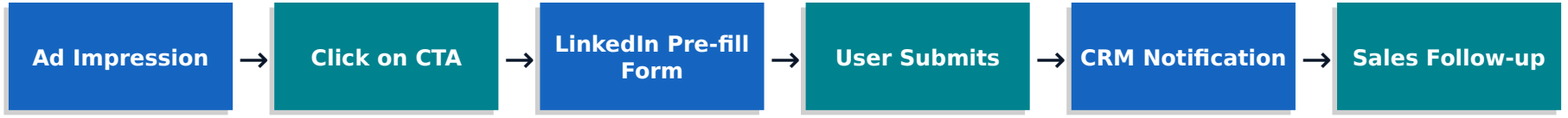
- ✓ Digital Marketing
- ✓ Entrepreneurship
- ✓ SaaS / B2B Tech
- ✓ Business Growth

Budget, Bidding & Scheduling Strategy

Starter	Growth	Pro	Enterprise
₹15,000/mo	₹50,000/mo	₹1,50,000/mo	₹5,00,000/mo
Reach: 30K–80K	Reach: 200K–500K	Reach: 700K–1.5M	Reach: 2M–5M
Leads: 15-30	Leads: 60–120	Leads: 200–400	Leads: 700–1,500

- Maximum Delivery — Let LinkedIn auto-optimise for most results at your budget. Best for Awareness.
- Target Cost — Set a CPL (Cost Per Lead) target. LinkedIn spends to hit it. Best for Lead Gen.
- Manual CPC/CPM — Full control over bid. Ideal for advanced advertisers. Min bid: ₹120 CPM.
- Frequency Cap — Default: LinkedIn dynamically caps. Customize to 1–4 impressions/week to avoid ad fatigue.
- Ad Schedule — Run ads on weekday business hours (Mon–Fri, 9am–6pm IST) for maximum B2B engagement.

Lead Generation Campaigns — Native Form Strategy



Form Fields to Collect

First Name, Last Name, Email, Phone, Company, Job Title. LinkedIn pre-fills data — 3x better completion rate.

Lead Gen Form Best Practices

Keep it under 5 fields. Add a privacy policy URL. Use a compelling offer (Free Audit, Consultation, Whitepaper).

CRM Integration

Connect LinkedIn Lead Gen Forms to HubSpot, Salesforce, or Zoho via Zapier. Auto-send leads to sales within 5 minutes.

Follow-up Speed Matters

72% of leads go cold within 1 hour. Use WhatsApp or call to follow up within 15 minutes for maximum conversion.

Lead Quality Scoring

Score leads by seniority, company size, and industry. Prioritise C-suite from companies with 50+ employees.

Re-engage Lost Leads

Create a Matched Audience from email list → run Retargeting ads with personalised offers for warm prospects.

Website Conversions — Insight Tag & Tracking Setup

1

Install LinkedIn Insight Tag

Add the JavaScript snippet to your website header. Enables conversion tracking, retargeting, and audience insights.

2

Define Conversion Events

Track: Form Submissions, Phone Call Clicks, Thank You Page Views, PDF Downloads, WhatsApp Button Clicks.

3

Set Up Conversion Tracking

In Campaign Manager → Conversion Tracking → Create New. Map events to URL or event-based triggers.

4

Attribution Window

Set 30-day click + 7-day view attribution for accurate ROI measurement across multi-touch customer journeys.

5

Create Landing Pages

Build dedicated landing pages for LinkedIn traffic. Remove nav bars. Headline must match ad copy exactly.

6

A/B Test Ads

Test 2–3 ad variations per campaign. Change one variable at a time: headline, image, CTA button, offer.

Retargeting & Matched Audiences — Win Back Warm Leads

Website Visitors

Retarget people who visited your site but didn't convert. Show offer-specific ads.

Video Viewers

Re-engage users who watched 25%+ of your video. They're warmer leads.

Lead Form Openers

People who opened but didn't submit. Offer a stronger incentive in retarget ad.

Company Page Visitors

People who visited your LinkedIn page. Convert with a direct CTA.

Email List (CSV Upload)

Upload customer email list. LinkedIn matches to profiles for upsell campaigns.

Lookalike Audiences

LinkedIn expands your best audience to find similar high-value prospects.

AI-Driven Tools & Automation in 2026

Native

LinkedIn AI Accelerate

LinkedIn's built-in AI campaign creation tool. Input your goal → AI suggests audience, budget, ad copy, and creative in minutes.

ML/AI

Predictive Audiences

LinkedIn ML models predict which members are most likely to convert. Automatically expands and refines targeting.

GenAI

AI Ad Copy Generator

Generate headline and description variants using LinkedIn's integrated GPT-powered ad assistant.

Automation

Automated Bidding

Maximum Delivery and Target Cost use AI to adjust bids in real-time for every auction to maximise your KPI.

AI

Conversation Intelligence

AI analyses which InMail messages drive the highest response rates and auto-optimises send time and content.

Safety

Brand Safety AI

LinkedIn's AI ensures your ads don't appear next to harmful content. Automatic placement scoring and blocking.

Performance KPIs — What We Track & Optimize

CPM

Cost Per 1,000 Impressions

Benchmark: ₹280–₹330

Target: < ₹290

CTR

Click-Through Rate

Benchmark: 0.4%–0.7%

Target: > 0.6%

CPL

Cost Per Lead

Benchmark: ₹800–₹2,500

Target: < ₹1,200

ROAS

Return on Ad Spend

Benchmark: 3x–7x

Target: > 4x

VCR

Video Completion Rate

Benchmark: 15%–35%

Target: > 25%

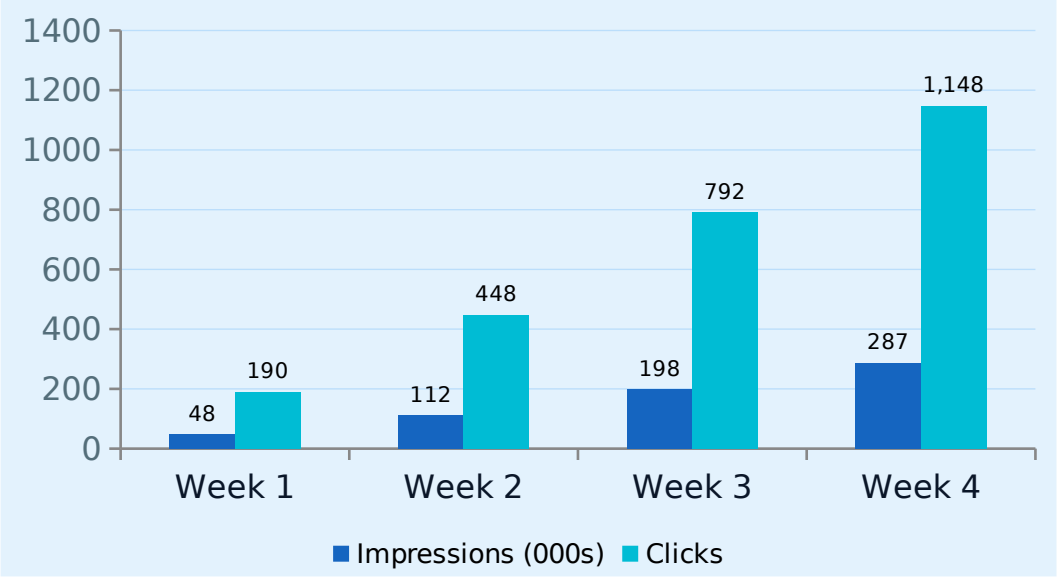
Conv%

Conversion Rate (LP)

Benchmark: 3%–8%

Target: > 6%

Sample Campaign Results Dashboard — Ananya Hi Solutions



2.4M	Total Impressions
9,600	Total Clicks
0.4%	Avg CTR
₹285	CPM
340	Leads Generated
₹1,050	Avg CPL

**30-day campaign data (May 2026 — Brand Awareness + Lead Gen combined)*

Local SEO + LinkedIn Ads Synergy Strategy

SEO Keyword Data	→	Informs LinkedIn Ad Copy & Targeting
LinkedIn Traffic	→	Builds SEO Domain Authority via Backlinks
Google My Business Reviews	→	Used as Social Proof in LinkedIn Ads
LinkedIn Company Page	→	Ranks in Google Search for Brand Keywords
Blog Content (SEO)	→	Promoted via LinkedIn Sponsored Content
LinkedIn Lead Form Data	→	Refines Local SEO Audience Personas

Integrated approach delivers 45–60% more organic traffic + 3x lower paid CPL within 6 months

Creative Best Practices for LinkedIn Ads 2026

Image Specs

✓ 1200×627px for Single Image

✓ 1080×1080px for Carousel

✓ Use brand colors (blue/cyan)

✓ Face-to-face images 3x CTR

Ad Copy Formula

✓ Headline: < 70 chars, value-first

✓ Intro: Pain → Solution → CTA

✓ Body: 1–2 lines, no jargon

✓ CTA: 'Get Free Audit Today'

Video Guidelines

✓ 0–3s: Hook with bold visual

✓ 3–15s: Core value proposition

✓ 15–30s: CTA + contact info

✓ Add captions (80% watch muted)

CTA Strategy

✓ Download, Register, Learn More

✓ Sign Up converts best for SaaS

✓ Contact Us best for local biz

✓ A/B test 2 CTAs always

Case Study: IT Services Client — Hyderabad

Client: Mid-size IT Staffing Firm | Budget: ₹75,000/month | Duration: 3 months

BEFORE

- ✗ 0 LinkedIn Ads running
- ✗ 12 leads/month from referrals
- ✗ ₹0 social media budget
- ✗ No brand awareness online
- ✗ No tracking or analytics

AFTER (90 Days)

- ✓ 3 active LinkedIn campaigns
- ✓ 340 qualified leads generated
- ✓ ₹1,050 avg cost per lead
- ✓ 2.4M impressions delivered
- ✓ ROAS: 5.8x on ad spend

Result: 340 leads → 28 conversions → ₹42L revenue | ROI: 5.8x | Client renewed for 12-month contract

Google Ads + LinkedIn Combo — 360° Lead Generation

Google Search Ads Capture Active Intent	→	Buyers searching 'digital marketing agency Hyderabad' — high intent, ready to buy. Target branded + service keywords.
LinkedIn Brand Ads Create Awareness	→	Build brand recall among decision makers. They see you on LinkedIn first, then search Google for you.
Google Display Retargeting Stay Top of Mind	→	Retarget LinkedIn ad clickers across 2M+ websites. 7–10 touchpoints needed before B2B purchase.
LinkedIn Lead Gen Form Convert Warm Leads	→	Final conversion step. Already aware from Google + LinkedIn display. Form fills at 3x website conversion rate.

Combined strategy delivers 3x–7x ROAS. Average CPL drops by 40% when both channels are integrated.

LinkedIn Ads Management Packages 2026

Starter
₹12,000/mo

Ad Budget: ₹15,000–₹30,000

- ✓ 1 Campaign + 2 Ad Sets
- ✓ Single Image + Carousel Ads
- ✓ Basic Audience Setup
- ✓ Monthly Performance Report
- ✓ Google My Business Optimization
- ✓ WhatsApp Support

Growth
₹25,000/mo

Ad Budget: ₹50,000–₹1,50,000

- ✓ 3 Campaigns + 6 Ad Sets
- ✓ All Ad Formats
- ✓ Lead Gen Forms Setup
- ✓ Bi-weekly Optimization
- ✓ Local SEO (On-Page)
- ✓ Dedicated Account Manager
- ✓ A/B Testing

Pro
₹50,000/mo

Ad Budget: ₹1,50,000–₹5,00,000

- ✓ Unlimited Campaigns
- ✓ LinkedIn + Google Ads
- ✓ AI Accelerate Tools
- ✓ Retargeting & Lookalikes
- ✓ CRM Integration
- ✓ Weekly Strategy Call
- ✓ Full Analytics Dashboard

Why Choose Ananya Hi Solutions?

- 8+ Years of Digital Marketing Experience in Hyderabad
- 25+ Specialists: SEO, PPC, Social, Content, Web Dev
- 200+ Satisfied Clients — Local & National
- Transparent Monthly Reports with Real Revenue Data
- No Long Contracts — Earn Your Trust Every Month
- AI-Driven Tools for Maximum ROI & Automation
- Integrated LinkedIn + Google Ads + SEO Approach
- Dedicated Account Manager for Every Client

Contact Us Today

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Free Audit — Book Now!